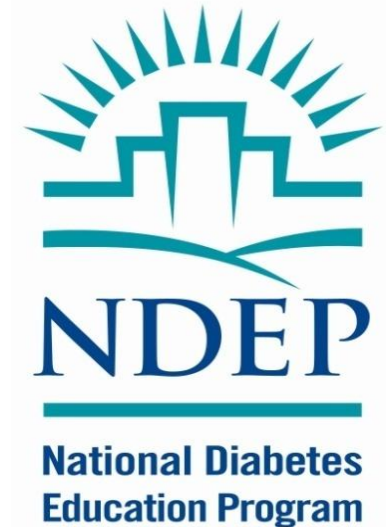


# NDEP Partner Promotions Call

**Tuesday, January 25  
2 – 3 PM ET**



**National Diabetes Education Program**  
**[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) • 1-888-693-NDEP**  
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# Today's Agenda

- Updated guide, *Helping the Student with Diabetes Succeed: A Guide for School Personnel*
  - Partner Presentation: Kathy Goddard, Nebraska DPCP
- Diabetes Alert Day (March 22)
- The Road to Health Toolkit & Webinars
- NDEP Year-Round Promotional Activities
- Questions/Comments



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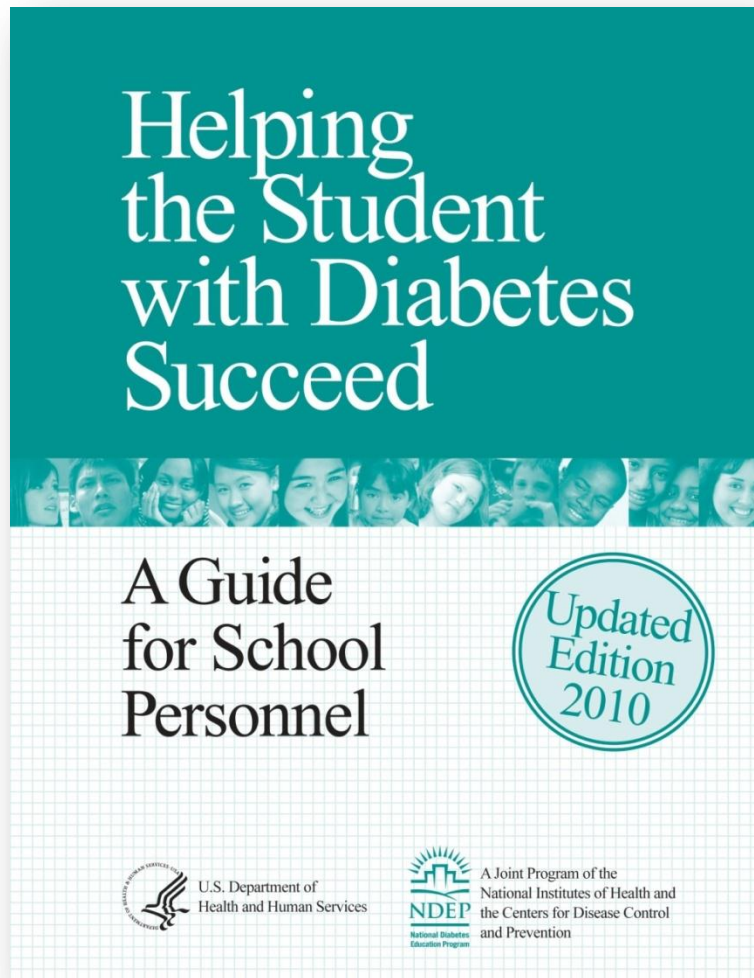


# School Guide



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**Now Available from the National Diabetes Education Program (NDEP), a partnership of the NIH, the CDC, and more than 200 partner organizations**

**[www.YourDiabetesInfo.org/media/Youth\\_NDEPSchoolGuide.pdf](http://www.YourDiabetesInfo.org/media/Youth_NDEPSchoolGuide.pdf)**



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# Contents

- Diabetes Primer for School Personnel
- Glossary of Diabetes Terms
- Actions for School Personnel, Parents/Guardians, and Students with Diabetes
- Tools for Effective Diabetes Management
- School Responsibilities Under Federal Laws
- Resources
- Bibliography



# What's New?

## The updated edition includes:

- Diabetes management strategies for children with type 1 *and* type 2 diabetes
- Updates on blood glucose monitoring and insulin supplies
- Instructions on carb counting and computing insulin doses
- Stages of child development and corresponding self-care abilities
- A three-tiered approach to diabetes training for school personnel



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# Promotional Toolkit

- Template News Release
- Feature Article
- Product Announcement
- Sidebars in various sizes
- Sample Tweets
- Flyer/Order Form
- Web Button
- PowerPoint Slide Set
- E-mail Pitch to Reporters



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# Kathy Goddard, RD, LMNT, CDE

Diabetes Program Manager  
Nebraska Diabetes Prevention & Control Program

## School Nurse Telehealth Workshop

- Utilized Telehealth Education for School Health Network for workshop; Diabetes at School: Management Approaches for the School Nurse
- Workshop Purpose: Update on effective nursing management principles and the nurses' role the school setting
- Provided information on content of NDEP School Guide



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# Kathy Goddard, RD, LMNT, CDE

Diabetes Program Manager

Nebraska Diabetes Prevention & Control Program

- Provided information and resource sheet including how to access School Guide
- Follow-up to workshop School Nurse Newsletter contained information on NDEP and the School Guide
- NDEP School Guide listed on School Health Program website



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# Diabetes Alert Day

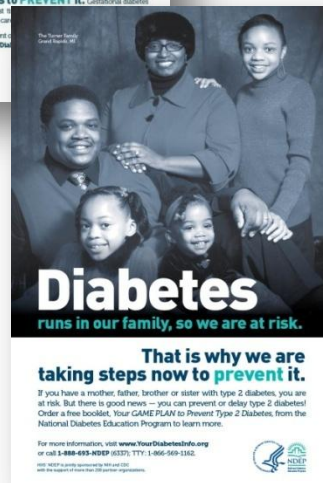
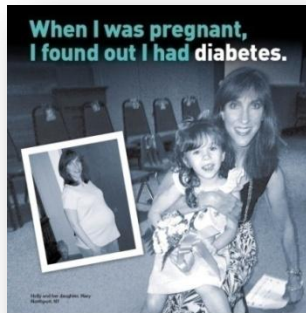
## March 22, 2011



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# Diabetes Alert Day, March 22, 2011



- Raise awareness about seriousness of diabetes, risk factors
  - Emphasize family history, history of gestational diabetes
- Encourage people with a family history to take the diabetes Risk Test, learn more about their risk
- Raise awareness about steps to prevent or delay type 2 diabetes



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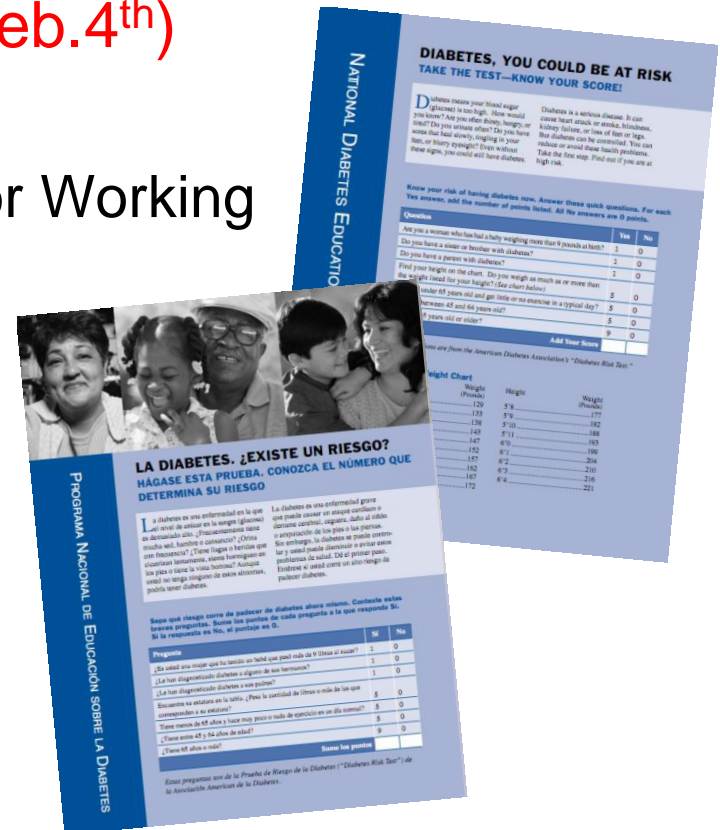


# Overview of Materials for Partners

[www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org)

## Promotional Toolkit (Coming Soon: Feb. 4<sup>th</sup>)

- Diabetes Risk Test, Fact Sheet
- Campaign Talking Points & Tips for Working with the Media
- Template News Release
- Feature Article
- E-Newsletter Blurb
- Web Buttons
- E-Mail Signatures
- Print PSAs/Posters



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# Partner Commitment

I will work to do at least one of the following activities:

- ✓ Distribute the NDEP March/Diabetes Alert Day template news release to **X** media outlets
- ✓ Distribute the NDEP March/Diabetes Alert Day feature article to **X** media outlets
- ✓ Distribute the NDEP e-newsletter blurb to my network of **X** colleagues
- ✓ Post the NDEP web button on my website
- ✓ Incorporate NDEP messages and materials as part of presentations/speaking engagements to an audience of **X** health care professionals and/or **X** consumers
- ✓ Distribute links to NDEP's diabetes Risk Test to **X** colleagues



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# The Road to Health Toolkit & Webinars



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# RTH Toolkit in Spanish



- The Road to Health Toolkit in Spanish is finally here!
- Distributed to partners in November 2010
- Launched last December at Vision y Compromiso conference

# So, what's new?

- Adapted the English version of the Road to Health Toolkit but with:
  - Adapted sections and images in the food and activity topics
  - Adapted messages that impact/make sense to Hispanics/Latinos



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# Training Guide and Video

- Guide now in Spanish
- Tailored activities that appeal to Hispanic population
- Bilingual video



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# 2011 Promotional Efforts

- Blast e-mail announcing availability
- Introductory Webinars
- Implementation Webinars
- Reach out to CHWs, APHA, AADE, and other leading organizations





**In 2011 empower those at risk for type 2 diabetes to make healthy lifestyle changes!**

**¡Este año ayude a aquéllos a riesgo de diabetes tipo 2 a hacer cambios de estilo de vida saludables!**

**The Road to Health Toolkit Spanish Version**  
**Kit El camino hacia la buena salud**

<p><b>Portable</b> All the resources you need for your type 2 diabetes prevention activities in an easy-to-carry toolkit.</p> <p><b>Tailored</b> Created with input from community health workers, promotores and diabetes educators, so you also can tailor its sections according to the population you serve!</p> <p><b>Practical</b> Helps fit behavior change into daily life, including eating at fast food restaurants and increasing physical activity!</p>	<p><b>Portátil</b> Todos los recursos que usted necesita para sus actividades de prevención en diabetes tipo 2 en un kit fácil de llevar.</p> <p><b>A la medida</b> Creado con el aporte de experiencias reales de promotores, trabajadores de salud comunitarios y educadores en diabetes; por lo que puede adaptar las actividades y materiales de acuerdo a la población que usted sirve.</p> <p><b>Práctico</b> Ayuda a incorporar cambios al estilo de vida diario, incluyendo el comer en restaurantes de comida rápida y el aumento en la actividad física.</p>
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Visit [www.YourDiabetesInfo.org](http://www.YourDiabetesInfo.org) to view or download the Kit *El camino hacia la buena salud* or to order it at \$15 per copy, or call 1-888-693-NDEP (6337). Maximum of three kits per order. The call is toll-free and confidential. Continuing Education Credits are available at: [http://www.cdc.gov/diabetes/ndep/continuing\\_education.htm](http://www.cdc.gov/diabetes/ndep/continuing_education.htm)

Visite [www.DiabetesInformacion.org](http://www.DiabetesInformacion.org) para ver o descargar el Kit *El camino hacia la buena salud* o para ordenarlo a \$15 la copia; o llame al 1-888-693-6337. Máximo de tres kits por orden. La llamada es gratuita y confidencial. Créditos de educación continua disponibles en: [http://www.cdc.gov/diabetes/ndep/continuing\\_education.htm](http://www.cdc.gov/diabetes/ndep/continuing_education.htm)



The U.S. Department of Health and Human Services' National Diabetes Education Program (NDEP) is jointly sponsored by the National Institutes of Health (NIH) and the Centers for Disease Control and Prevention (CDC) with the support of more than 200 partner organizations.



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# What's next?

- Keep using the RTH Toolkit in Spanish!
- Look for introductory Webinars in February and March 2011
  - Sign up
  - Invite others
- Ask for TA if you need it locally
- Provide us with your feedback on toolkit



# NDEP Year-Round Promotional Activities



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# Reminder: NDEP's Outreach and Promotions Year-Round Resources for Partners

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

**National Diabetes Education Program**

NDEP is a partnership of the [National Institutes of Health](#), the [Centers for Disease Control and Prevention](#), and more than 200 public and private organizations.

**Home Publications Resources Diabetes Facts Press**

Page Tools Text **S** **M** **L**

[I Have Diabetes](#) [Am I at Risk?](#) [Health Care Professionals, Businesses & Schools](#) [Partners & Community Organizations](#) [About NDEP](#) [Contact Us](#) [Site Map](#)

[Tengo diabetes](#) [¿Corro riesgo?](#)

You are here: [NDEP Home](#) > [Partners & Community Organizations](#)

**In This Section**

- > [Partner Spotlight](#)
- > [National Diabetes Awareness Month & Diabetes Alert Day](#)
- > [Partner Guidelines](#)
- > [Bring Diabetes Information to Your Community](#)
- > [NDEP Logos and Banners](#)
- > [Campaigns](#)
- > [NDEP NEWS & NOTES](#)
- > [NDEP Partnership Network](#)

**Partners & Community Organizations**

NDEP's success is due to its extensive partnership network of over 200 partners at the federal, state, and local level. They include professional associations, national service and civic organizations, and community groups. Through the efforts of our partners, NDEP effectively extends its reach to target audiences: people with diabetes and their families, people at risk for type 2 diabetes, health care professionals, payers and purchasers of health care, and policy makers.

**Working with the Media**

- [NDEP 2011 Outreach and Promotion Plan: At-a-Glance](#)
- [NDEP Promotional Toolkit for Partners](#)

**Who can become an NDEP partner?** You can make a difference in diabetes prevention and control by taking an active role in this important program. All organizations, associations, and groups promoting NDEP messages and materials are considered a partner. If you or your organization is active at the local or state level, NDEP encourages you to join your State Diabetes Prevention and Control Program's efforts to

**NDEP NEWS & NOTES**

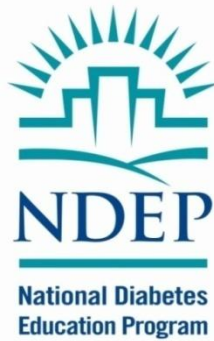
NDEP's monthly e-newsletter, is designed to keep you informed about our activities and help you identify opportunities to incorporate our



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# Thank You!



- PowerPoint slides from this call will be posted online
  - Share with colleagues
- Your feedback is important
  - SurveyMonkey evaluation
- Questions/Comments



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